

## Mall Grading

The matrix below was developed to assess the existing and future health of regional shopping centers. Use your location's trade area, anchor, small tenant and competitive characteristics to determine its grade. Location Strategies uses this type of approach to prepare portfolio reviews for its clients.

	<b>Outstanding</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>
<u>Trade Area</u> Population Income Growth	> 400,000 > Market average Growing	> 300,000 >= Market average Stable to growing	> 200,000 Market average Stable	< 200,000 < Market average Negative
<u>Anchors</u> Number Description	Three or more Market share leaders' flagships and fashion	Three or more Market share leaders' better stores	Two or more Market share leaders' average stores	Two or less Secondary players, below average stores
<u>Small Tenants</u> Occupancy Sales/SF Sales Chg	> 95% > \$550 Growing	> 90% \$350 - \$549 Stable to growing	> 80% \$200 - \$349 Stable to declining	< 80% < \$200 Declining
<u>Competition</u> Existing Future	Inferior to subject Unlikely	Equal to subject Possible	Better than subject Likely	Better than subject Already there
<u>Comments</u>	Strong today. Only extraordinary events could change the center's prospects.	OK today. Could get better or worse, depending on management and competition.	Past prime. Needs aggressive management to avoid further slippage.	Consider alternative uses. It can no longer be a traditional mall.